

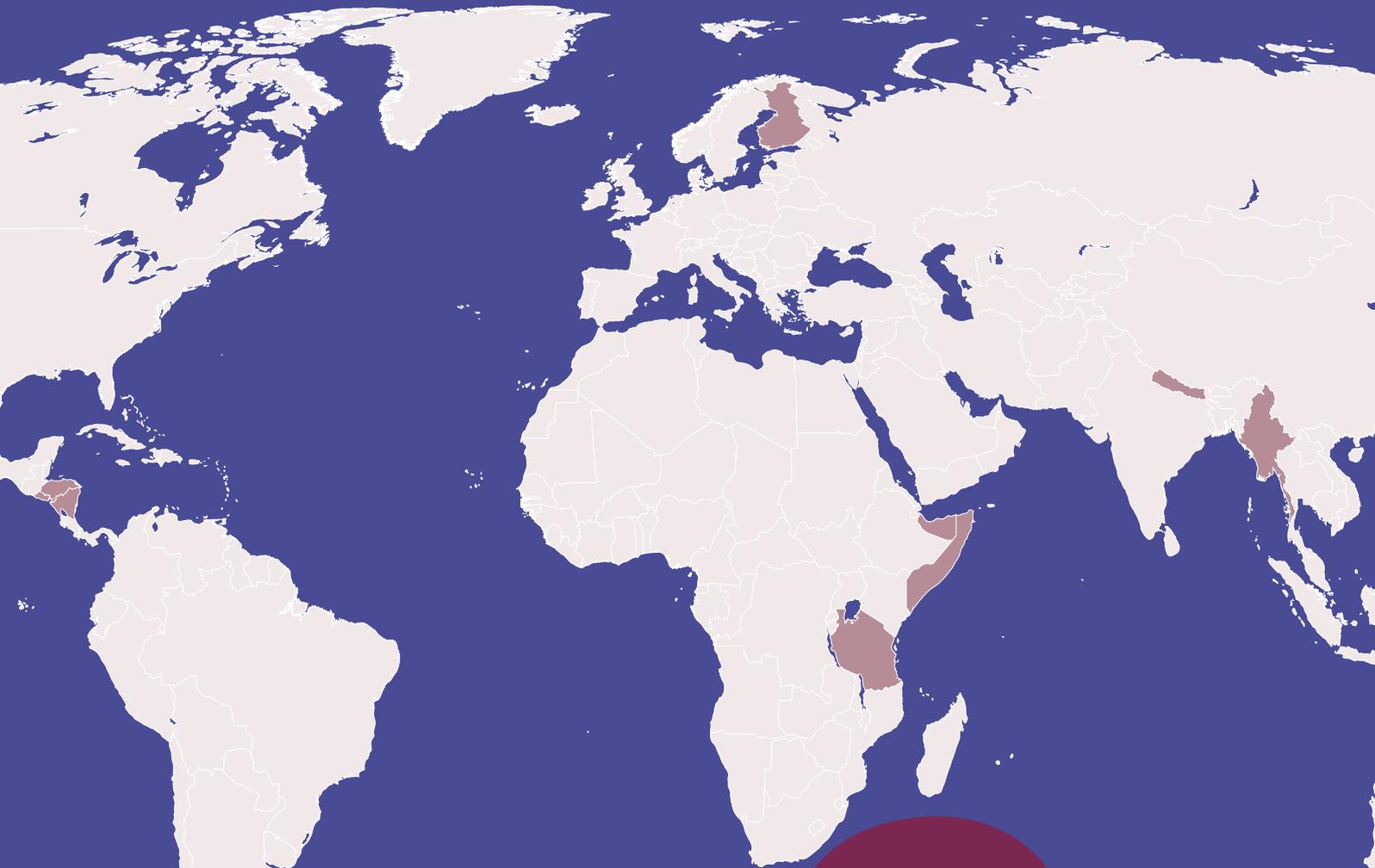
2020

# Annual Report

International cooperation ✦ Training of journalists ✦ Sustainable development

A peculiar year offered many lessons on remote working. In 2020, Vikes championed the rights of journalists and gender equality, and gave training to nearly 700 media professionals.

  
✦  
**VIKES**



**14**  
Vikes had a total of 14 partners in developing countries: media organizations, media companies, and trade unions.

**698**  
In 2020, Vikes supported the training and education of a total of 698 journalists and documentarists.

**54 %**  
In 2020, 54 percent of the participants of Vikes educational events and other activities were women.

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# The Year of Online Connectivity

**In 2020, Vikes participated in development activities on three continents and in seven countries. In Finland, we organized educational events for journalists and developed an online course on sustainable development.**

2020 was characterised by the insecurity and restrictions brought on by the pandemic. COVID-19 was used as a pre-text for further restrictions on freedom of speech and the operational environment of media in most countries where Vikes is active.

Many activities were either delayed or had to be adapted, and the amount of travel decreased. The safety of staff, partners, and journalists participating in the activities became the most important goal.

On the other hand, the year taught us how to produce educational and other events online, and distance working tools became familiar in Finland as well as abroad.

Our partners in many countries demonstrated agility in grasping the new world situation. In Central America, our partners used investigative journalism to probe the management of the COVID-19 crisis and the cover-ups and corruption connected to it, and provided journalists with equipment for protecting themselves against COVID-19. In Tanzania, a seminar was organized on the effects of COVID-19 on journalism, and radio programmes offering scientific information on COVID-19 were produced and broadcast.

Also in Tanzania, an online portal was opened for community radio stations, and this project is now expanding into Uganda and Kenya when the travelling restrictions permit it. Educational events on gender sensitive journalism and leadership skills were organized in Nepal

and Tanzania, and a social media campaign in Tanzania promoted equality in media.

Myanmar was in a strict lockdown because of COVID-19, but the Yangon Film School still managed to educate new documentarists and to transfer even more of their activities into the hands of local actors.

The Somali National Television introduced a new weekly children's show, where children and young people get to participate in the production of the show. The new show was a success: it won the award for the best show of the year.

Vikes has remained active in Finland as well. In 2020, we organized educational events and a social media campaign through an EU-funded project and received support from the Finnish Ministry for Foreign Affairs to create an online course on themes related to sustainable development for journalism students in cooperation with the news website Maailma.net

In the areas of development cooperation and global education, our activities received financial support from the Finnish Ministry for

Foreign Affairs, the European Commission, Unesco, Felm, the Union of Journalists in Finland, and many associations and private donors. Finnish Ministry of Education and Culture also funded our work promoting the main event and the themes of the World Press Freedom Day.

**Many thanks to all our supporters!**

**Auli Starck**

**Executive Director** ✿



# COVID-19 Support for Central American Journalists

**Vikes partners increased their audiences, media acquired more paying customers, and the independent journalists in Nicaragua got their own association.**

**The Central American** journalists faced two distinct challenges in 2020.

In Nicaragua in particular, but also in other countries of the region, the attitudes of the state power towards free media are extremely chilly. The prolonged political crisis in Nicaragua was not resolved, and the country introduced new legislation that restricts freedom of press.

At the same time, the region suffers the blows of the COVID-19 pandemic.

Vikes's support for Central American journalists has focused on strengthening investigative journalism, improving self-sustainability of media, and networking of journalists. In the current challenging situation, some adaptation of plans has been necessary, but the results have been good.

In El Salvador, the major journalists' conference Foro-CAP was organized online, as were the training events of the project. Some research trips for articles had to be cancelled, but journalists operated agilely, and particularly in Nicaragua high-quality investigative journalism tackled the management of the pandemic. All journalistic productions that had been planned were completed, and many of them sparked active discussion – particularly the stories that dealt with corruption and pandemic management.

At the same time, Vikes partners organised a communications campaign on COVID-19 prevention and self-care, and face masks and hand sanitizer were distributed to media staff.

## Union of Independent Journalists

In Nicaragua, the political situation has become very tense, and the most obvious reason for this are the elections set for November 2021. Journalists are regularly harassed and taken to interrogations. Vikes partners have also been targets of this.

Nicaraguan journalists established the Union of Independent Journalists of Nicaragua in 2019 as an instrument for peer support and advocacy. In 2020, Vikes supported the second annual meeting of the union, as well as a series of virtual workshops on various themes of advocacy, among them legislation on cybercrime, which has been widely seen as a threat to freedom of speech.

**36 %**

The readership of the digital media El Faro increased by 36 %.

**Name:** Regional independent media support programme

**Countries:** El Salvador, Honduras & Nicaragua

**Years:** 2017–2024

**Partners:** El Faro (El Salvador), Onda Local & Centro Humboldt (Nicaragua)

## The harrassment of journalists in Nicaragua is very serious.



**Julio López of Onda Local.**

Photo: Kimmo Lehtonen

The new organization offers journalists many forms of support, the director of Galería News, journalist Abigail Hernandez says:

“Protection, legal services, access to health care – and in case of the most horrible of scenarios, if one of us is murdered while doing their work, our families know that there’s someone who will support them.”

### Wider Audiences and More Paying Customers

The Vikes project met its main objectives for 2020 well: all of the partners increased their audiences, they created wider networks, and also managed to generate

incomes of their own.

In El Salvador, the number of users of the online media El Faro increased by 36 percent, and in Nicaragua, the number of users of Onda Local by 28 percent. The Nicaraguan environmental organization Centro Humboldt has managed to double the number of their social media followers in two years, which means that information about climate and environmental issues will reach larger audiences.

The self-financing share of Onda Local increased by as much as 250 percent, now covering 27 percent of its budget. The self-sustainability of El Faro decreased somewhat because of the pandemic, as organizing events became impossible, but at the same time it managed to double the number of paying subscribers, which will improve the long-term sustainability. ✨



**Gender equality in media has increased due to trainings given.**

Photo: Fesoj

# Project that Has Gathered Praise Ends in Somalia

**According to independent evaluation, our recently-finished EU project was extremely necessary and effective. The children's show that was launched in 2020 won the award for the best TV show.**

**Vikes has been** active in Somalia since 2014. 2020 marks the final year of our project, funded by the European Commission, that received high praise in independent evaluation.

“The project has been significantly relevant, timely, and responded well to the partners’ needs and priorities.”, the evaluators say. The project also reached excellent results, and the news production of the Somali National TV (SNTV) has noticeably improved during the project period: the video and audio quality are more professional, and the news are shorter and more diverse.

Inspired by the Finnish teachers, the TV journalists now have a passion for their work. The higher quality of the work done continues to inspire other journalists as well.

One major goal of the EU project was to support the union rights in cooperation with the Federation of Somali Journalists. The activities in 2020 included the production of a handbook of journalists’ union rights, organizing educational events for union representatives, and visits to news houses to speak on workers’ rights.

The respect for labour rights and international journalism standards has improved among Somali media outlets, the evaluation states. This is fundamental and essential for long term sustainable development.

Women’s position in media has also improved, and one milestone for the project was that safe spaces for women were established in editorial offices.

**267**  
 Altogether 267 journalists were trained Somalia. 51 % of them were female.

## Children's Show Won an Award

The production team for the new SNTV children’s show were trained during the autumn, and in November, the children’s show New Generation was launched.

“We have covered the entire process of planning, writing, producing, and shooting TV shows for children and young people”, journalist and teacher **Abdi Musse Mohamud** says.

Somali television has aired children’s shows before, but according to Abdi Musse, the earlier programming featured adults telling stories to children and giving advice on proper behaviour.

“Children did not get to participate, and their opinion was not asked.”

New Generation does things differently. Children themselves perform in the show, and they are asked about what they would like to hear and see. Shortly after its launch, the show won an Award for the best show of the year on SNTV.

Children’s shows also received support from the Nose Day Foundation. The foundation has also supported the Forgiveness Campaign in Somalia, which works to build peace.

All in all, more educational and training events were organized in Somalia in 2020 than originally planned, and the number of people trained was higher than intended: a total of 267 journalists, 51 percent of them women, participated in the educational and training events and courses.

Although journalists are clearly more aware of their rights, more advocacy work and dialogue with the employer side are needed in the future to improve workers’ position.

The evaluators of the EU project recommend that Vikes continue its cooperation with Somali journalists.

Vikes will do so; the cooperation continues, supported by the Finnish Ministry for Foreign Affairs and the Nose Day Foundation. ✨

**Name:** Support project for freedom of expression, journalism and public service broadcasting in Somalia, EU project: Better Journalism Through Increased Professionalism of Somali Media

**Years:** 2014–2021

**Partners:** Federation of Somali Journalists, Somali Ministry of Communication and Technology, Somali National Television.

# Support for Rural Media in Tanzania

**A portal will help community radios reach new audiences. A popular series of programmes on COVID-19 was broadcast in 2020, and Jamii FM radio station received support for its operations.**

**2020 saw the launch** of improved website of the Tanzanian community radio organization Tadio and the long-awaited introduction of a portal that will give 34 community radio stations all over Tanzania access to publish their content and live radio broadcasts.

In addition to funding from the Finnish Ministry for Foreign Affairs, the portal development work was supported by the Tanzanian office of UNESCO.

The portal offers local radio stations an opportunity to get their voices heard nationwide which will make fundraising easier for them. During 2020 Vikes and Tadio arranged training on the use of the portal for the first 8 stations which have already begun to publish news and other broadcasts through the portal.

Vikes also participated in Powerbank, a project aimed at developing new innovations organized by Fingo, the Finnish umbrella organization for development NGOs. One project finding was the recommendation for other NGOs to use community radios for distribution of information and for educational projects.

## COVID Programmes in Rural Areas

In May Vikes, Tadio and Felm joined forces as the first wave of the COVID-19 pandemic struck Tanzania.

A series of four programmes on the COVID-19 virus and prevention of the disease was broadcast through 32 community radios in the rural Tanzania. Approximately 25 million people live within the broadcast range of these stations.

Programmes on COVID-19 are an important source of

information, since in Tanzania, like many other countries, the dissemination of information about the pandemic was strictly regulated while, at the same time, sharing of fake news on social media was very active.

## Ever More Popular Jamii FM

The community media project has supported a long-time Vikes partner, community radio station Jamii FM, which operates from the Naliendele village in southern Tanzania. The station studio has been upgraded and a space has been rented for marketing operations from the city of Mtwara.

The station has increased its popularity. It has programmes e.g. on the experiences of disabled people, women's rights, environmental themes, and the use of natural gas, a very topical issue in the Mtwara region.

Presence on radio has brought tangible improvements to the lives of people: free sanitary napkins have been distributed to teenage girls at schools, and disabled people have been granted micro loans for developing their businesses. Approximately 1 million people live within Jamii FM's broadcast range.

The long-term objective of the project, making the voices of the rural areas heard, has already been realised in practise. The next challenge is economic sustainability – Jamii FM's fundraising activities are developed to make the station more independent of project funding.

In 2021 the project will be expanded to Uganda and Kenya. ✨

**Name:** Empowering rural communities in Tanzania through media

**Countries:** Tanzania, in the future also Kenya and Uganda

**Years:** 2019–2024

**Partners:** Tanzania Development Information Organization & Mtukwao Community Media.



Jamii FM has grown to be a popular station in Southern Tanzania.

Photo: Esa Salminen



**It is still hard to be a journalist in Nepal if you are a woman.**

Photo: Auli Starck

# Equailty Plans for Newsrooms and Education for Female Journalists in Nepal and Tanzania

**The gender equality project addressed structural problems, such as salary levels and harassment. Many newsrooms committed to changing their practises.**

**Name:** Women in the Newsroom - Supporting Female Journalists in Nepal and Tanzania

**Countries:** Tanzania and Nepal

**Years:** 2019–2024

**Partners:** Misa-Tanzania, Tamwa, MCT, CIJ-Nepal



**Bhrikuti Rai from Nepal and Sylvia Daulinge from Tanzania met in the plannign meeting in Arusha, Tanzania.**

Photo: Esa Salminen

**Despite the pandemic**, Women in the newsroom, the Vikes support project for female journalists in Tanzania and Nepal, proceeded largely according to the plan.

Research in 2019, the first year of the project, already revealed that gender equality issues in both Nepal and Tanzania are structural in nature. That is why methods such as advocacy work have been chosen to tackle them: newsroom gender equality plans could gradually improve structural issues such as salary gaps, impenetrable glass ceilings, and harassment in newsrooms.

In both countries of the project, the Vikes partners held discussions with people in gatekeeper roles such as managing editors, and the feedback indicated that the motivation for a change exists in newsrooms.

In Nepal, virtual meetings were held with 17 newsrooms. Journalist Namrata Sharma presented a gender equality plan drawn by the Centre for Investigative Journalism Nepal, and the feedback indicated that the participants were interested in utilizing the plan.

In Tanzania, Vikes partners distributed the projects' gender equality study to 72 newsrooms, 23 journalism institutes, and to the national library. 900 copies of a

gender equality plan for the media sector, updated by the Media Council of Tanzania (MCT), were also distributed to e.g. journalist associations, newsrooms, and institutions or journalist education.

The gender equality plan also was discussed on visits to media houses by our partners. MCT was particularly active in doing these visits. As a result, we managed to get 10 media houses, including Mwananchi Communications that publishes the country's biggest newspapers, to commit to implementing the gender equality plan.

## More than 100 Educational Event Participants

In 2020, three educational events were organized on gender sensitive journalism and two on leadership skills. The total number of participants was 103. In two years, the Vikes partners have educated a total of 198 journalists, 72 percent of them women.

Feedback indicates that the educational events have given participants self-confidence, motivation, skills, and better understanding on gender equality. 95 percent of the participants of the events, organized by the Media Institute of Southern Africa and Tanzania Media Women's Assosiation (Tamwa), said that the events had helped them in their jobs.

Tamwa in particular has been very pleased with how motivated men have been for participating in the gender equality work.

## Investigative Journalism and Social Media

In Nepal, the journalists educated by the Centre for Investigative Journalism were able to complete the majority of planned investigative stories despite of the pandemic. **Prem Bishwakarma**, for example, wrote about the rights of Muslim women, while **Nanda Kumari Thapa** addressed reproductive health. Both stories sparked heated dialogue on gender equality in Nepal.

In Tanzania, gender equality was also promoted on social media. The #womeninnewsroom campaign by Tamwa reached 1.6 million people and gathered 2,379 new followers. ❀

# Stories from Myanmar onto the Silver Screen and into Homes

**The Yangon Film School trained a diverse group of new generation documentarists. COVID-19 restrictions were strict, and the army seized power around the turn of the year**

**Yangon Film School**, which offers training to independent film makers, organised ten courses and trained a total of 38 film makers under exceptional conditions.

For its entire fifteen-year history, the school has supported diversity, and this time was no exception: 63 percent of course participants were women, and 45 percent had an ethnic or religious minority background.

The courses produced a total of 18 films, eight of which represented the “youth & peace” series dealing with current issues, while four were new “true fiction” short films that tell true stories about social issues and life in Myanmar. Two films were produced in partnership with local communities.

In Myanmar, the pandemic restrictions were strict and the school went to a lot of effort to ensure the safety of both the teachers and the students. Courses were moved online, and some of them were postponed until the lifting of restrictions. New working arrangements were also discovered.

This was exemplified by the course on history of film, says **Lindsey Merrison**, the school’s director.

“A local teaching assistant led screenings for our students in a COVID-19 compliant classroom in the mornings, preparing them for a lecture delivered via Zoom from an international tutor in the afternoons.”

## Larger Audiences

The school films also reached larger audiences than usually, as the touring screenings around the country were replaced by online broadcasts.

Additionally, the school established five film

clubs around the country in collaboration with local organizations. These organised more than 65 film screenings both online and for local audiences. The total number of viewers exceeded 100,000.

The Yangon Film School had planned a big event for the celebration of the 15-year anniversary of the school. The event has been postponed because of the pandemic, and the school donated 100 DVD movies to the Myanmar National Library instead.

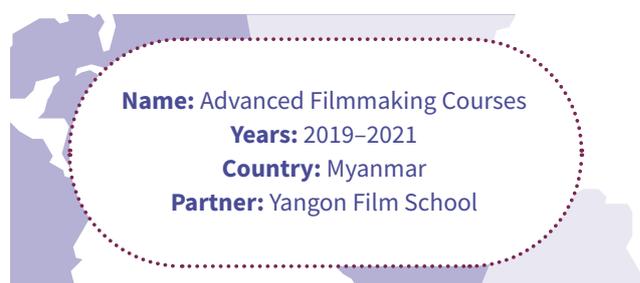
## Life after the Coup?

In February 2021, the army seized power in Myanmar. According to Lindsey Merrison, the students, tutors and teachers of the school are dismayed by this turn of events.

“YFS is determined to continue its mission and – now more than ever – to train the next generation of Myanmar filmmakers so they can record events in their country and spread the message of Myanmar’s struggle for democracy and human rights.”

2021 will be the last year for the Vikes project with the Yangon Film School.

However, because of the coup Vikes investigates ways of supporting documentarists in the future as well. ✨



**During filming on  
the 2020 "The Art of  
Documentary Filmmaking  
for Beginners course".**

Photo: Yangon Film School





**Kirsi Koivuporras of Vikes giving a lecture to international journalists.**

Photo: Esa Salminen

# Educational Events and Campaigns for Young People in Finland and Elsewhere in Europe

**The EU project explored Finnishness and identities. The social media campaign reached 100,000 Finns, and a series of educational events fostered deeper understanding of migration.**

**The I Am European project** in 2020 focused on social media campaigning and educational events aimed at young journalists. In addition to Finland, the project has activities in seven other countries.

Central themes of the social media campaign were identity and an idea of Finnishness based on universal fairness. These themes were addressed during the campaign by influencers **Seksikäs-Suklaa**,

**Sami Harmaala** and **Elisa Malik**. Thanks to influencer partnerships, the campaign reached almost 100,000 young people and received 108 responses to the “Fingredients” test developed to chart out criteria for Finnishness.

We partnered with Helsinki Think Company and the Finnish Refugee Council to organize the Do Empathy Challenge, which called out for innovative campaign

ideas to oppose hate speech, and activities that promote empathetic communities. The jury chose as the winner the Guerrilla Empathy campaign, which aims at reducing the amount of hate speech in gaming communities.

## Education for Journalists at Early Stages of Their Careers

As a part of the EU project, Vikes organized an educational event on hate speech for summer reporters. The event brought together researchers and experienced journalists to share information with their colleagues who are still in the early stages of their careers. Journalist **Johanna Vehkoo** stressed the importance of peer support.

“The more people show public support for a person who becomes a target of online hatred, the better. That shows the bullies that the target is not alone, and this alone can be enough to send them elsewhere.”

In November, the project organised an international educational event on gender sensitive reporting about immigration.

The event highlighted, for example, the stereotypical roles created in media: men are presented, on the one hand, as workers, experts and leaders, and on the other, as threats and criminals, while sexual and gender minorities are seen as victims who need protection.

The issues addressed in the discussions included the othering effect that stereotypical images of immigrants have, and how this prevents the immigrants from contributing to the society, which in turn weakens democracy. The feedback gathered indicates that the event improved the participants’ understanding of migration, and the participants of both events said that in the future they will address migration in their work in a more nuanced way.

Because of the pandemic, the events were held online, which was a learning opportunity for Vikes and extended the target group of the events to include all of Finland as well as the rest of Europe. Videos from the events were also widely shared on Vikes social media channels.

As a part of the I Am European project, Vikes also granted project support for three projects dealing with migration. Support was received by the Finnish Somalia Network, the Helinä Rautavaara Museum, and Peace School by the Peace Union of Finland.

## The Award for Development Journalism

In 2020, Vikes, in partnership with the Finnish Red Cross, the Helsingin Sanomat Foundation, and the Union of Journalists in Finland, established a new award for development journalism. The Award for Development Journalism is part of the I Am European project, but Vikes hopes that it will become an annual award from now on.

Independent journalist **Taina Tervonen** won the award with her article “Kadonneiden laiva” (“the ship of the vanished”), published in the Image magazine’s September 2019 issue.

The winner was chosen by an independent jury of experts, which included journalism professor of practise at the University of Tampere **Reetta Rätty**, independent journalist **Outi Salovaara**, documentarist **Hannamari Shakya**, chief of international programs for the Finnish Red Cross **Maria Suoheimo**, and foreign correspondent **Rauli Virtanen**.

In their choices, the jury emphasized the fact that high-quality development journalism opens a window into another world and helps the reader to understand that world. High-quality articles give voice to people themselves. ✨

**Name:** I Am European

**Partners:** MTÜ Mondo (Estonia), PIN – People in Need (Czech Republic & Slovakia), Migration Matters (Germany), CEO – Center for Citizenship Education (Poland) & VURR Digital (Estonia).

**Years:** 2019–2022

[www.oleneurooppalainen.fi](http://www.oleneurooppalainen.fi)

# Sustainable Development Education for Journalism Students

The communications and global education project organized a series of workshops and created an online course. Participants say they learnt about sustainable development.



The web course was published in a seminar.  
In the panel: Mikko Pelttari, Lasse Leipola,  
Alma Onali and Esa Salminen.

Photo: Silja Ylitalo / Maailma.net

**Themes of sustainable** development, as well as journalism covering them, were explored by the Journalists of the Future project carried out in cooperation by Vikes and Maailma.net and funded by the Finnish Ministry for Foreign Affairs.

On 24 October, the World Development Information Day, an online course named after the project was launched. The main target group of the course are journalism students and beginning journalists. The course covers doing journalism on the complex themes of sustainable development. Teachers include experts on sustainable development as well as journalists specializing in the subject.

The course covers the entire journalistic writing process from coming up with ideas and limiting the topic to research and putting the story together.

“The online course has received a lot of attention. Our goal has been well exceeded, and more than 1,000 people have used the course. We will continue to market the course even though the project itself has ended”, says project coordinator **Sanna Jäppinen**.

90 percent of the people who gave feedback on the course thought that the course was useful, and all teachers who have explored the course have said that it is likely or very likely that they will use the material in their teaching.

## Workshops on Sustainable Development in Folk High Schools

The online course is based on a series of workshops on sustainable development organized in 2019–2020 in cooperation with the Laajasalo folk high school and Voionmaa Institute. In the workshops, experts gave presentations on the themes of sustainable development and gave the students feedback and guidance on their stories. The stories were published on the Maailma.net website.

All students who gave feedback said that the workshop package improved their knowledge about sustainable development, and majority of them felt they were better



**A fictional character called Terri learns the skills of a journalist of the future.**

Photo: Réka Gruborovics / Redanredan

prepared to handle the subject as journalists after the workshops.

A teacher from the Voionmaa Institute told us that the subject had also been reflected on other story projects by the institute students, which speaks of the long-term effectiveness of the project.

As a result of the workshops, students produced 22 stories, which reached a total of 10,000 readers. Feedback was collected from the readers of the stories. Almost 80 percent of those who responded said that the story had improved their understanding of sustainable development at least to some degree.

Vikes’ work on this theme will continue in 2021 as well, as we and Maailma.net are working on the next communications and global education project in cooperation with Metropolia University of Applied Sciences and Turku University of Applied Sciences. ✨

**Name:** Journalists of the Future

**Partners:** Maailma.net, Laajasalo folk high school, Voionmaa Institute

**Years:** 2019–2020

[www.maailma.net/tulevaisuudentoimittajat-verkkokurssi](http://www.maailma.net/tulevaisuudentoimittajat-verkkokurssi)

# Developing Vikes and Settling in the New Premises

**Foundation administration was developed, alongside with active communications about freedom of press.**

**2020 was a year** of organizational and administrative development, as Vikes prepared to apply for programme-based support from the Finnish Ministry for Foreign Affairs. Compared to project support, programme-based support would provide a basis for more comprehensive and more long-term activities. New developments included e.g. the development and adoption of ethical principles for the foundation. At the beginning of 2020, Vikes also moved into new, more spacious premises sublet by the Union of Journalists in Finland.

The foundation was chaired by **Aura Neuvonen**, while **Reeta Pöyhtäri** served as the vice-chair. Board members were **Linus Atarah, Tiina Haapalainen, Mikko Ilkko, Sarri Kukkonen, Katri Nisula, Veera Pennanen, Outi Salovaara**, and **Olli Ylönen**.

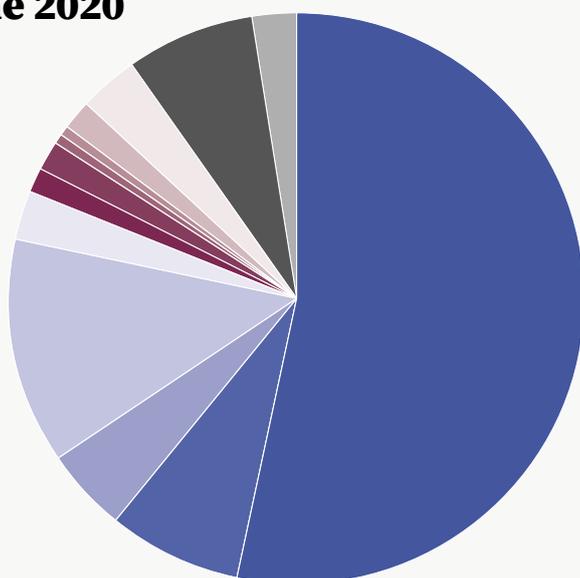
In April 2020, a change to the foundation by-laws came to force disbanding the Vikes Council. In the future, the Vikes Board will choose new board members as required, and communications with stakeholder communities will be organised in new, more effective ways.

Auli Starck continued as the executive director of the foundation. Staff consisted of **Peik Johansson, Sanna Jäppinen, Kirsi Koivuporras-Masuka, Kimmo Lehtonen, Timo Mielonen**, and **Esa Salminen**.

## Online Publications in Honour of the World Press Freedom Day

The single largest effort for Vikes communications was the World Press Freedom Day article and video package,

### Income 2020



- ✿ MFA Project support 628 699 €
- ✿ MFA communications and global education project 87 147 €
- ✿ EU: Somalia project 55 271 €
- ✿ EU: I Am European 152 388 €
- ✿ Unesco 32 794 €
- ✿ Ministry of Education and Culture 15 781 €
- ✿ Nose Day foundation 18 258 €
- ✿ Fingo Powerbank 8 500 €
- ✿ Felm 6 000 €
- ✿ MFA support for the EU project 17 513 €
- ✿ Voluntary work 40 971 €
- ✿ Fundraising and stakeholder communities 84 753 €
- ✿ Other income 27 776 €

**Total 1 175 851 €**

which celebrated press freedom and encouraged people to follow the main event of the day, organized by UNESCO, online.

The original plan was for a Vikes delegation, accompanied by journalists, to attend the event in the Hague, and organizing a local event in Finland was also considered. Both plans had to be cancelled because of the pandemic.

The five online videos and the article package reached approximately 5,000 people.

## Followers and Readers

The audience of Vikes's own communications channels grew in 2020. By the end of the year, the foundation had 2,936 Facebook followers and 1,342 Twitter followers. After a few years' inactivity, Vikes made a return to Instagram as well.

The website readership grew by more than 30 percent. The number of annual unique visitors was 22,305. The most read story was "*Vikesin kumppanit vahvasti mukana kertomassa koronasta Somaliassa*" ("Vikes partners in a

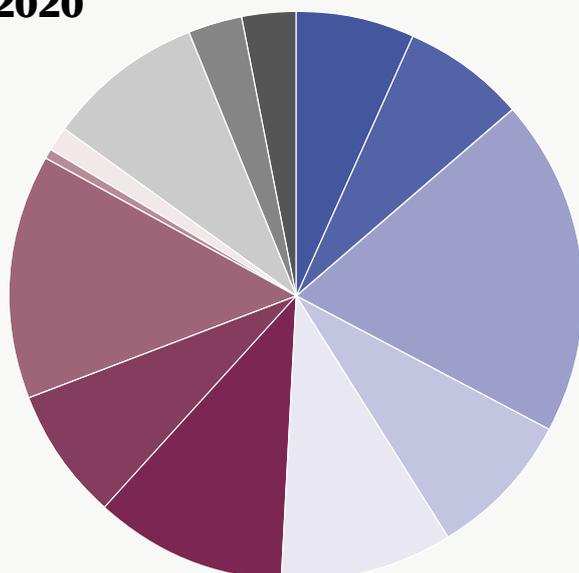
strong role spreading COVID-19 information in Somalia"), and the most popular social media update was the video "*Journalismia kestävästä kehityksestä*" ("Journalism on sustainable development") by the Journalists of the Future project, which received more than 6,500 views.

## Finances and Administration

The Vikes budget for 2020 was 1.17 million euros. The main sources of income were project support from the Finnish Ministry for Foreign Affairs and the European Commission. Vikes also received funding from UNESCO and from the Finnish Ministry of Education and Culture.

The Union of Journalists in Finland and other Vikes stakeholder communities play a central role in contributing to securing the self-financing contribution required for the project support, both in the form of donations and volunteer work. Other financial supporters were the Nose Day Foundation (the Finnish equivalent of Comic Relief's Red Nose Day), the Oskar Öflund Foundation, Felm, and Fingo. The majority of funds were used for activities in developing countries.

### Costs 2020



- ✿ Somalia (EU-project) 80 120 €
- ✿ Somalia (MFA) 81 202 €
- ✿ Myanmar 221 586 €
- ✿ Central America 98 231 €
- ✿ Women in the Newsroom 111 590 €
- ✿ Tanzanian community media 128 134 €
- ✿ Journalists of the Future (Finland) 86 657 €
- ✿ I Am European (EU project) 161 043 €
- ✿ Forgiveness Campaign 8 258 €
- ✿ World Press Freedom Day 15 781 €
- ✿ Administration 104 118 €
- ✿ Communications 35 087 €
- ✿ Other expenses 33 993 €

**Total 1 165 800 €**

# The Ethical Code of Conduct of the Finnish Foundation for Media and Development

**The ethical principles** of the Finnish Foundation for Media and Development (Vikes) impose obligations on staff and board members and guide their actions. The ethical principles also bind voluntary workers when they participate in an activity organised by Vikes or act on behalf of Vikes. The board and the executive director are tasked with informing the working community of the ethical principles and monitoring compliance. Allegations of any activity in contravention of the ethical principles will be investigated and corrective measures will be taken as necessary.

1. Vikes promotes pluralism and freedom of speech as the foundation of democracy and societal development. We draw attention to everyone's right to receive information and opinions and we support the responsible exercise of freedom of speech in media and communications.
2. Vikes respects human rights, equality, and equal opportunities. Our activities shall remain free of any discrimination, including discrimination associated with religion, political or other ideology/opinion, conviction, gender, ethnic origin, caste, language, health situation, disability, sexual orientation, gender identity, age, or other personal characteristic.
3. Vikes activities and operations are nonpartisan in regard to ideology, faith, or political views.
4. In development cooperation Vikes operates in areas where freedom of speech needs defenders the most and where cooperation and expertise offered by Vikes are needed. We strive to change the existing unjust or discriminatory attitudes and structures as well as strengthen, in media and thus in societies, the voice of those who face discrimination.
5. Vikes' development cooperation activities are always performed in cooperation with local partners. In the work, we emphasize equal participation and shared learning. The initiative for cooperation usually comes from local actors, and they have the ownership of the projects. Vikes provides its partners with expertise and added value that would not be available for them if they operated alone.
6. Vikes encourages peaceful dialogue and works to promote peace and partnership in communities.
7. Vikes adheres to the principles of good governance. We do not tolerate corruption, malpractice, or criminal conduct in our activities or operation and we require the same from our partners. In our procurement, we strive to make choices that ensure economic, social, and ecological sustainability.
8. Vikes operates in an open and transparent manner, while ensuring that our activities and operations do not compromise the safety or privacy of others.
9. Vikes enforces zero tolerance on sexual abuse, sexual violence, and sexual harassment, as well as on discrimination and abuse of power. We require the same from our partners.